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## **MASSACHUSETTS OFFICE OF TRAVEL & TOURISM DIRECTOR ASKS FOR NEW STATE SLOGAN ENTRIES**

*Commonwealth residents can visit [MassVacation.com](http://MassVacation.com) to share ideas for new state slogan*

BOSTON (April 30, 2015) – Today Rich Doucette, Executive Director of the Massachusetts Office of Travel & Tourism (MOTT), is pleased to announce a new tool to engage the Commonwealth residents in a new slogan for the state.

"We have seen incredible energy around the idea of a new slogan for Massachusetts," said Doucette. "We want to harness that energy as we work to highlight what the Commonwealth has to offer, and we want to invite the public to share their ideas about a new Massachusetts slogan via our website. We hope the robust conversation around this idea will lead to many creative submissions."

The MOTT website, [massvacation.com](http://massvacation.com), provides the opportunity for those interested to type in their slogan idea and send it into MOTT's office. Residents can submit ideas at [massvacation.com/slogan](http://massvacation.com/slogan).

"We are excited to bring the new website feature online today," said Nam Pham, Assistant Secretary of Business Development. "We look forward to seeing more of the wit and intelligence that some people have already shared with us."

### **About MOTT:**

The Massachusetts Office of Travel & Tourism (MOTT) is the state agency dedicated to promoting Massachusetts as a leisure-travel destination. An integral part of the state's economy, tourism generates close to \$1.2 billion in state and local taxes and \$18.5 billion in travel related expenditures, supporting 129,400 in-state jobs. [massvacation.com](http://massvacation.com)

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